

Message Text

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R 171959Z MAR 76
FM SECSTATE WASHDC
TO AMEMBASSY JAKARTA

UNCLAS STATE 064867

E.O. 11652: N/A

TAGS: BEXP, ID

SUBJECT: REQUEST FOR MARKET RESEARCH CONTRACT: PROCESS
--- CONTROL INSTRUMENTATION

1. OIM WOULD APPRECIATE RECEIVING MARKET BRIEF COVERING
INDONESIAN MARKET OPPORTUNITIES TO SUPPORT A PROCESS
CONTROL INSTRUMENTATION EXHIBITION BEING PLANNED AS A
REGIONAL PROMOTION AT THE USRTC SINGAPORE (DEC. 7 - 10).
MARKET DATA IS NEEDED BOTH FOR PLANNING OF EVENT AND FOR
DISSEMINATION TO U.S. INDUSTRY DURING EXHIBITOR
SOLICITATION.
2. REQUEST EMBASSY'S ASSISTANCE IN CONTRACTING WITH
EXPERIENCED MARKET RESEARCH COMPANIES QUALIFIED TO PERFORM
MARKET RESEARCH IN INDONESIA TO PROVIDE A MARKET BRIEF
COVERING GENERAL OVERVIEW OF THE PROCESS CONTROL
INSTRUMENTATION MARKET, INCLUDING MARKET PROJECTIONS
THROUGH 1980.
3. IN ADDITION TO GENERAL DISCUSSION OF MARKET FACTORS,
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FOLLOWING SPECIFIC POINTS SHOULD BE INCLUDED IN MARKET BRIEF:

(A) INDICATE THE ESTIMATED SIZE OF THE MARKET FOR PROCESS CONTROL INSTRUMENTATION IN CY 1974, 1975, AND 1980.

(B) INDICATE THE LEVEL OF IMPORTS, EXPORTS, AND PRODUCTION OVER THE ABOVE PERIOD.

(C) FOR THE SAME YEARS SHOW THE U.S. SHARE OF INDONESIA'S IMPORTS, AND INDICATE MAJOR THIRD COUNTRY SUPPLIERS AND THEIR ESTIMATED MARKET SHARE.

(D) DISCUSS MARKETING PRACTICES OF THIRD-COUNTRY SUPPLIERS THAT PARTICULARLY CONTRIBUTE TO THEIR COMPETITIVE POSITIONS IN THE MARKET.

(E) DISCUSS MARKETING ADVANTAGES, IF ANY, HELD BY DOMESTIC PC MANUFACTURERS OVER U.S. SUPPLIERS.

(F) FORECAST THE GROWTH RATE IN TOTAL LOCAL CONSUMPTION BETWEEN 1975 AND 1980. DISCUSS BRIEFLY, ECONOMIC, SOCIAL AND OTHER FACTORS EXPECTED TO BE IMPACTING THE CHANGE IN MARKET SIZE FROM 1975 TO 1980.

(G) IDENTIFY AND DISCUSS SPECIFIC TYPES OF U.S. PC INSTRUMENTATION FOR WHICH THE MARKET APPEARS TO HOLD PARTICULAR PROMISE OVER THE NEXT FIVE YEARS (1976-1980).

(H) IDENTIFY MAJOR END-USERS AND MARKET SECTORS THAT OFFER THE BEST OPPORTUNITIES FOR SALES OF PC INSTRUMENTATION (PETROLEUM INDUSTRY, CHEMICALS AND FOOD PROCESSING INDUSTRIES, ETC.). RATE INDUSTRIES ACCORDING TO ESTIMATED PERCENTAGE SHARE OF TOTAL INDUSTRY CONSUMPTION OF PC INSTRUMENTATION IN 1975 AND 1978.

(I) DISCUSS MARKET CONDITIONS (E.G., GOVERNMENT PLANS OR POLICIES OR MAJOR INDUSTRY CHANGES) WHICH MIGHT FACILITATE OR IMPEDE IMPORTATION AND SALES OF U.S. INSTRUMENTATION.

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4. A LIST OF MAJOR CATEGORIES OF PC INSTRUMENTATION FOR EMBASSY'S USE IN UNDERTAKING MARKET RESEARCH LISTED BELOW:

PROCESS CONTROL DEVICES, INSTRUMENTS, AND SYSTEMS

I. DEVICES AND INSTRUMENTS

--- (A) SENSORS, TRANSDUCERS, HARDWARE

--- TEMPERATURE (THERMOMETERS AND PYROMETERS)

--- PRESSURE/VACUUM

FLOW

LIQUID LEVEL

DENSITY

THICKNESS, VELOCITY, OTHER VARIABLES

PH AND OXIDATION-REDUCTION POTENTIAL (ORP OR REDOX)

HUMIDITY

MOISTURE CONTENT OF SOLIDS

CONDUCTIVITY

MATERIAL COMPOSITION

OPTICS, OTHER MATERIAL PROPERTIES

(B) CONVERTERS

POWER (AC,DC)

SIGNAL

MEDIUM-INTERFACE

(C) TRANSMITTERS

1. BY APPLICATION

TEMPERATURE

PRESSURE

FLOW

LEVEL

2. BY MODE OF OPERATION

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ELECTRIC/ELECTRONIC

HYDRAULIC

TELEMETRIC

(D) CONTROLLERS (ANALOG)

TEMPERATURE

PRESSURE

FLOW AND LEVEL INDICATING

PROPORTIONAL PLUS RESET

PROPORTIONAL PLUS RESET PLUS DERIVATIVE

ELECTRIC

PNEUMATIC

(E) MONITORS, DATA LOGGERS, AND ALARMS

(F) INDICATORS, RECORDERS, READOUTS

TEMPERATURE

(G) ELECTRICAL PANEL METERS

(H) FINAL CONTROL ELEMENTS (VALVES AND OTHER)

II. SYSTEMS

(A) MEASURING AND CONTROL

SINGLE-VARIABLE

MULTI-VARIABLE

CASCADE PNEUMATICE

ELECTROPNEUMATIC

ANALOG

DIGITAL

(B) MONITORING

5. EMBASSY REQUESTED TO NEGOTIATE A CONTRACT AT A COST NOT TO EXCEED DOLLARS U.S. NINE HUNDRED AND FIFTY. CONTRACTOR REQUIRED TO COMPLETE REPORT IN TIME FOR SUBMISSION FOR FINAL REVIEW AND FORWARDING TO OIM BY MAY 7. FOUR COPIES OF DOUBLE-SPACED TYPEWRITTEN REPORT DESIRED.

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6. UPON RECEIPT OF EMBASSY'S RECOMMENDATION RE NAME OF CONTRACTOR SELECTED AND CONTRACT PRICE, FISCAL DATA WILL BE FURNISHED IN SEPTEL. KISSINGER

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Margaret P. Grafeld
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To: JAKARTA
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